IN THE CLAIMS

Please change the claims to read as shown below on pages 2 through 6. A marked up version of the original claims is shown on pages 7 through 13.

Change to:

1. (amended) An organization performance system, comprising:.
   data management tools,
   an organization value model by segment of value, and
   tools using said model to improve the performance of all or part of said organization.

2. (amended) The system of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

3. (amended) The system of claim 1 where the tools for improving performance are selected from the group consisting of automated equity trading, impact analysis, merger analysis, multi-criteria optimization, network optimization, pricing optimization, process optimization, project optimization, purchasing optimization, simulation, valuation and combinations thereof.

4. (amended) The system of claim 3 where the multi criteria optimizations identify changes in operation that will optimize two or more aspects of financial performance where the aspects of financial performance are selected from the group consisting of organization market value, organization current operation value, organization investment value, organization derivative value, organization real option value, organization market sentiment value, organization revenue, organization expense, organization capital change and combinations thereof.

5. (amended) The system of claim 3 where the valuations identify the value of an element of value or enterprise to the organization and the value of the element or enterprise is determined by their direct impacts on aspects of financial performance net of any impacts on the other elements or enterprises.

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6. (amended) The system of claim 1 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

7. (amended) The system of claim 1 that supports financial performance management by element of value, enterprise, segment of value and combinations thereof.

8. (amended) The system of claim 7 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

9. (amended) The system of claim 8 where the elements of value can be clustered into sub-elements of value for more detailed analysis.

10. (amended) The system of claim 7 where an enterprise is a single product, a group of products, a division or a company.

11. (amended) The system of claim 7 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

12. (amended) The system of claim 11 where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.

13. (amended) The system of claim 1 where the organization value model quantifies the net impact of elements of value and external factors on organization financial performance by segment of value by enterprise.

14. (amended) The system of claim 14 where the net impact is the sum of the direct impacts on aspects of financial performance net of any impacts on other elements of value or external factors.

15. (amended) The system of claim 1 where the organization value model further comprises:

   predictive models that quantify the inter-relationship between each element of value, external factor and select aspects of financial performance by enterprise where the select aspects of financial performance are selected from the group consisting of revenue, expense, capital change, investment value, market value and combinations thereof; and

   probabilistic models that quantify the inter-relationship between each element of value, external factor and other aspects of financial performance by enterprise where the other aspects of financial performance are selected from the group consisting of contingent liabilities, derivatives, real options and combinations thereof.

16. (amended) The system of claim 14 where the best fit predictive model is selected via a tournament from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, Markov, Bayesian, multivariate adaptive regression splines, multivalent, minimum message length and path analysis.

17. (amended) The system of claim 1 where the organization value model is developed in an automated fashion by learning from the data.

18. (amended) A data preparation system, comprising:
networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:
   integrate data from organization systems using xml and a common schema.

19. (amended) The system of claim 18 where the common schema includes a data dictionary.

20. (amended) The system of claim 19 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, segments of value, time periods and units of measure.

21. (amended) The computer readable medium of claim 18 where organization systems are selected from the group consisting of advanced financial systems, basic financial

systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, information technology management systems, intellectual property management systems, process management systems, vendor management systems, workforce management systems, email management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, risk management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

22. (amended) The system of claim 18 wherein data is also obtained from the Internet or an external database.

23. (amended) The system of claim 18 where the integrating data further comprises converting data to match the common schema.

24. (amended) The system of claim 18 where the data includes historical data, forecast data and combinations thereof.

25. (amended) The system of claim 18 where the data are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

26. (new) The system of claim 18 where the organization systems are stand alone systems.

27. (new) The system of claim 18 where the organization systems operate in a networked environment.

27. (new) The system of claim 18 where xml is used as a metadata standard.

28. (new) The system of claim 18 where integration is completed on a continuous basis, a bulk basis, a batch basis and combinations thereof.

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29. (new) The system of claim 18 where the integrated data is made available to other applications for use in processing.

30. (new) The system of claim 18 where the integrated data is stored in a central repository from the group consisting of database, data mart, data warehouse and combinations thereof.

31. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform an organization value modeling method, comprising:

aggregating organization data in accordance with a common schema,

creating tangible performance indicators for intangible elements of value, tangible elements of value and external factors using at least a portion of said data,

identify the causal performance indicators by element of value and external factor before summarizing them into concrete performance measures, and

quantifying the net impact of the elements of value and external factors on organization financial performance by segment of value and enterprise using said measures.

32. (new) The computer readable medium of claim 31 where the method further comprises using said organization finance model to complete useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, simulations, valuations and combinations thereof for all or part of the organization.

33. (new) The computer readable medium of claim 31 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

34. (new) The computer readable medium of claim 31 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

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